



Edina Chamber of Commerce

— Business to Business —

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General Membership Meeting

Wednesday, April 22nd, 11:30am to 1:00pm
Interlachen Country Club

Entering his seventh year as Director of Athletics at the University of Minnesota,

Joel Maturi has transformed the Golden Gophers into a model NCAA Division I-A athletic department. A native of Chisholm, Minn., Maturi's leadership, vision and dedication has helped Minnesota achieve four major goals thought almost unattainable prior to his arrival: a merged department, a balanced budget, broad based athletic success and the dream of returning Golden Gopher football back to campus.

Hired on July 12, 2002, Maturi became the first athletic director of the merged men's and women's athletic departments. He inherited a department that was projected to be \$31 million in debt by 2008, planned to eliminate three sports and could only dream of Gopher football returning to campus. Since then, Maturi has guided a department that has operated with a balanced budget, retained the three sports and in 2009 Gopher football will be playing in the on campus TCF Bank Stadium.

Maturi's tenure has been marked by continual athletic and academic success by his 25 sport department. His programs have accumulated four national championships, 24 Big Ten or WCHA regular season titles and five conference postseason crowns.

And there's more on the way. Minnesota is in the early stages of creating a new home for Golden Gopher baseball and is expected to unveil plans for the new stadium soon.

Prior to his arrival, Maturi was the Director of Athletics at Miami University (Ohio). Prior to that, he was the Director of Athletics at the University of Denver. Maturi is no stranger to the Big Ten. He was the University of Wisconsin's Associate Director of Athletics from 1992-96. Maturi was named the Wisconsin Sports Person of the Year in 1993. Before entering the college ranks, Maturi spent 19 years as a high school coach and administrator at Madison Edgewood High School. Maturi was inducted into the Wisconsin Basketball Hall of Fame in 1992.

Maturi received a B.A. in government from the University of Notre Dame in 1967. He also served on the support staff of Ara Parseghian's first national championship team. He earned a master's degree and certification for educational administration from the University of Wisconsin-Platteville in 1985.

Maturi and his wife, Lois, have three grown children, Mark, Katie and Anne.

RSVP the chamber at 952-806-9060 by April 20th.

Government Relations

Card Check' threatens business vitality

By David C. Olson



The Minnesota Chamber is playing a leading role in educating businesses on and advocating against the federal employee Free Choice Act, also known as "Card Check." Employers across the state should have a conversation with their employees so everyone understands the ramifications of this proposal on workers' rights.

The Minnesota Chamber's primary focus is on state public policy. However, we also intervene on federal issues that pose a significant impact on the statewide business community. Card Check clearly rises to that level, and we are working closely with our friends at the U.S. Chamber on this critical issue.

In a nutshell, this bill would require the National Labor Relations Board to certify a union without a secret ballot, if a majority of the bargaining unit employees signed cards. It also would change the bargaining and mediation process, allowing binding arbitration if no agreement is worked out between labor and management within 120 days. Lastly, the act would step up penalties on employers.

Organized labor continues to spread misleading information - even falsehoods - about Card Check. The biggest stretch is the assertion that the business community opposes Card Check because we reject the right of workers to organize. Nothing could be further from the truth.

In fact, contrary to what organized labor says, Card Check will not give employees any more control over the current process. Instead, control will be relinquished to union organizers who will have the ability to go worker to worker, openly soliciting and pressuring them for votes with a near certainty for victory.

The proposed bill explicitly states that if cards representing a majority of employees are presented, there will be no secret election. Unions do not need to pass this bill if they are willing to rely on elections as carried out under existing law.

Card Check was introduced March 10 in Congress. Similar legislation passed the U.S. House in 2007 by a vote of 241-185, but failed to pass the U.S. Senate. Noteworthy this time, the legislation has the backing of President Obama who pledged his full support in a videotaped address to the AFL-CIO.

This legislation is bad for workers, bad for employers and bad for our economy. Taking away the protection of a private vote would lead to intimidation of workers, even in small Main Street businesses.

Under Card Check, union organizers would be free to "persuade" workers to publicly sign a card stating that they support the union. Organizers could ask workers to sign a card just about anywhere - in a parking lot after work, at a restaurant, even at home. Once more than 50 percent sign cards, workers would be stuck with the union - with no more debate and with no secret-ballot election. And unions would know exactly who did and did not sign cards.

Card Check is about much more than simply stripping workers of their right to a vote in privacy. The bill also contains a binding arbitration component that could impose contracts with no say from employers or workers.

After union recognition under Card Check, if negotiations are not completed within 90 days, then either union or management

may call in the Federal Mediation and Conciliation Service. If no agreement is mediated within 30 days, the contract is subject to binding arbitration by government arbitrators.

This approach often discourages negotiations and usually places important matters of government fiscal policy in the hands of third-party arbitrators. It is difficult to imagine businesses, subject to binding arbitration, remaining competitive in today's global marketplace.

Exposing workers to the harassment of union organizers may seem unfair, but fairness is not the goal of this legislation. We need our elected officials to protect secret-ballot votes in our workplaces before this legislation does irrevocable harm to our small businesses and struggling economy.

The secret ballot for union organizing is a fair and long-held democratic principal. To alter it so drastically in favor of a process that encourages intimidation and strong-arming is a mistake. It would have extremely negative consequences for business in Minnesota generally and could be especially disastrous to small businesses.

The Minnesota Chamber is committed to challenging Card Check head on as a leader in a statewide coalition. Businesses interested in assisting the effort should contact Jennifer Byers at 651- 292-4673 or jbyers@mnchamber.com.

David Olson is president of the Minnesota Chamber of Commerce. For more information, visit the Web at www.mnchamber.com.

Women Inspiring Success in Edina

WISE

**Friday, April 17th
Braemar Arena
7501 Ikola Way, Edina
11:45 am to 1:00 pm**



BRAEMAR ARENA

**Join us for WISE at the Braemar Ice Arena
prior to the Braemar City of Lakes Figure
Skating Club Ice Show to celebrate 50
years of the event.**

**RSVP to the Chamber at 952-806-9060 by
April 15th at noon.**

2008-2009 Officers

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Gabbert & Beck – Galleria

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Jeff Holds

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arrie@edina.org

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laurie@edina.org

Erica Hollom

Member Services Director

erica@edina.org

Lisa Marsden

Member Services Coordinator

marketing@edina.org



From the Board Room

Round and Round we go...

I always think of that saying when I drive into Galleria everyday. I am confronted with the new roundabouts on 70th Street just about every day and I have experienced a myriad of situations relative to the use of them. From those that drive over them to those that come to a dead stop and just stare at others using them, oh, and then those that just keep circling as though they are on a merry go round that will not stop. It has been entertaining to say the least. I expect a call to Galleria management any day with someone declaring they are circling and can't get off. That being said I find them to be very functional relative to the speed and an ease of getting on and off west 70th. And by this summer when all of the remaining landscaping is complete, they will really have a neighborhood/residential feel that I think will greatly enhance that entire stretch of roadway. Please find below, a recent article recognizing the engineering firm for these particular roundabouts and several awards they won as a result. Nice to see Edina, Minnesota recognized nationally.

March 3, 2009 5:08 PM CDT

Industry groups recognize Edina roundabout project

by Finance and Commerce staff

WSB & Associates recently won several industry design awards for its roundabout project at West 70th Street in Edina.

Awards include the "Project of the Year" from the City Engineers Association of Minnesota, the "Engineering Excellence Award" from the American Council of Engineering Companies of Minnesota, and the "Seven Wonders Engineering Award" from the Minnesota Society of Professional Engineers.

The industry groups presented the awards in January and February.

WSB & Associates is a 150-person engineering firm with offices in Minneapolis and St. Cloud.

New Member Welcome

Arobella Medical
5929 Baker Road
Suite 470
Minnetonka, MN 55435
(952)-345-6840
Danielle Watkins
dwatkins@arobella.com

Founded in 2006, Arobella Medical leads the way in design, manufacture and distribution of state-of-the-art medical ultrasound devices that improve the lives of patients. Their mastery of low-frequency ultrasound allows them to deliver superior, patent-pending devices that outperform the competition.

Cahill Financial Advisors
7241 Ohms Lane
Suite 170
Edina, MN 55436
(952) 926-1659
Rick Ites
www.cahillfa.com

Cahill Financial Advisors established in 1980, is an independent, fee-only wealth management firm. They provide comprehensive financial planning and investment management services for individuals, families and small businesses.

Edina Realty- Farrell & Moen
150 Lake St West
Wayzata, MN 55391
(952)476-3456
John Farrell III
Jeffrey Moen
johnfarrell@edinarealty.com

John's newest project is Burgundy Place which is Edina's newest condominium development featuring 36 units with 12

unique floor plans. Walk out to the relaxing second story Green Roof, and enjoy spectacular views of Highland Hills and Fred Richards Golf Course.

Edina Rotary
4801 W. 50th St
Edina, MN 55424
(952) 946-8708
Paul Mooty
www.edinarotary.org

The Rotary Club of Edina was founded in 1957 and currently boasts a membership of more than 150. Their club is open to men and women who either do business or reside in Edina. They meet 12:15 on Thursdays at the Edina Country Club. They provide great service to our community!

Home Federal Private Banking
5201 Eden Ave # 170
Edina, MN 55436
(952) 848-5370
Jay Larsen
Jay.larsen@homefederalprivate.com

Since 1934, Home Federal Savings Bank has grown to be a \$1.1 billion asset, well capitalized, community bank with 16 branches located in Minnesota and Iowa. Headquartered in Rochester, Minnesota, with branches in Edina and Eagan, Home is focused on providing a full range of banking products and services to the retail and business community.

Kuhl Design-Build
1515 5th St. South
Hopkins, MN 55343
(952)935-9469
Steve Kuhl
steve@kuhl设计build.com

Kuhl is a full service, residential design/build company specializing in large remodels and whole house renovations. Their way of doing business is dynamic, interactive and fully transparent. It's your house, and it's your money. Recognition of this fact is seen in every facet of their business because they respect their clients enough to be honest about the numbers!

Pearson Chiropractic Clinic
4444 W. 76th St
Suite 100
Edina, MN 55435
(952) 835-4772
Dr. Scot Pearson
pearsonchiro@yahoo.com

Dr. Scot Pearson has had an exciting 20 year career as a practicing chiropractor and is very happy to be here in Edina! He welcomes the opportunity of working with patients of all ages and focuses on treatment of all types of injuries to help design a lifestyle of wellness.

Randall M. Buffie Architects
1562 Rustic Hills Drive
Eagan, MN 55121
(651) 681-8441
Randall Buffie
buffiearch@comcast.net

Randy is an award winning architect who has been published nationally and locally. His practice began in 1993 and specializes in residential architecture at any scale. His design commissions range from lofts and homes locally to homes in Snowmass and Boulder Colorado.

Skyway Classic Events
8933 Lyndale Ave South
Bloomington, MN 55420
(952) 346-0102
Kevin Nelson
knelson@skywayclassicevents.com

Skyway classic Events is a full-service special event rental firm with the area's best-looking, most complete inventory of equipment essential to your client's success. They have Clearspan structure's, staging, flooring, tables, chairs and a variety of custom, exclusive equipment. Their knowledgeable, professional staff delivers outstanding service at all times.

State Farm- Mike Nelson Agency
6500 Xerxes Ave South
Edina, MN 55423
(952) 925-7841
Mike Nelson
mike@mikenelsonagency.com

Mike is a 34 year State Farm agent insuring thousands of families and businesses in Edina and the state of MN. Mike and his family have also been living in Edina for the past 34 years. The Nelson agency has been recognized by State Farm as one of the largest casualty agencies in the 6 state heartland zone.

The KNW Group
4350 Baker Road, Suite 250
Minnetonka, MN 55343
(952) 847-1344
Jeffrey Ohe
johe@knwgroup.com

Jeff is a Private Wealth Manager at The KNW Group. He specializes in providing complex and innovative financial solutions to individuals and families to create a plan designed to realize long-term goals. Clients often engage him to be their personal CFO, which simplifies the financial planning process.

Renewed Members

Arthritis Foundation North Central Chapter - *Since 2007*

Bradley & Deike, P.A. - *Since 2005*

City of Edina - *Since 1972*

COLOURS Marketing Communications - *Since 2005*

Cooking for Fun...Seriously! - *Since 2007*

Costco - *Since 2007*

Destiny Homes - *Since 2008*

Edina Foundation - *Since 2003*

EdinAlarm, Inc. - *Since 1991*

Fashion Avenue - *Since 2007*

Interface Financial Group - *Since 2008*

Jessen Press - *Since 2005*

Kimberly Barrett Studios, LLC - *Since 2008*

Lamex Foods, Inc. - *Since 2000*

Loaves and Fishes - *Since 2007*

Mark W. Peterson Law Office - *Since 2004*

Noodles & Company - *Since 2005*

RMG Mortgage - *Since 2003*

Ryan Companies US, Inc. - *Since 2006*

Sienna Corporation - *Since 1988*

Zel Skin & Laser Specialist - *Since 2007*

Thank you for your ongoing support of the Edina Chamber of Commerce!

Dropped Members

Merrill Lynch-Mason - *Since 2007*

Minneapolis Meditation Program - *Since 2003*

Weight Lifting Trainer - *Since 2008*



Edina City Corner

City of Edina Press Release: Fire Department welcomes first firefighter/paramedic intern

The Edina Fire Department recently welcomed its first full-time firefighter/paramedic intern to shift duty. Josh Madden, who is in the final phase of his two-year FireMedic program at Chippewa Valley Technical College in Eau Claire, Wis., began working with the Department's C-Shift on Jan. 26.

Madden will be integrated into nearly all aspects of the job, training with and carrying out the same duties as the Department's other firefighter/paramedics, with few exceptions. While he will be responding to fire and emergency medical calls as a member of the C-shift, as an intern he will not be allowed to perform invasive medical procedures, take part in initial fire attacks or conduct search-and-rescue activities. He will also be accompanied by a pair of firefighter/paramedic mentors at all times. Madden will be with the Department until mid-April to fulfill his hourly and EMS run requirements for graduation.

For more information, visit www.CityofEdina.com/Fire or call the Edina Fire Department at 952-826-0330.

Electric blanket possible cause of Edina house fire

A fire, suspected to have been caused by an electrical malfunction, broke out in an Edina home just after midnight on March 4, causing significant smoke damage to the home's second floor and fire damage to the bedroom where the fire started.

Edina, Richfield, St. Louis Park and Eden Prairie fire departments responded to the scene. Firefighters found a second-floor bedroom on fire and quickly extinguished it. Crews searched the home for victims, but none were found. It was later confirmed that the home's residents were out of town.

While the investigation is still ongoing, small wires were found lying on the remains of a burned bed, indicating that an electric blanket or bed pad had been present. A controller was found near the bed and appeared to be in the "on" position. The fire is believed to have originated on the bed or behind the headboard, where three appliances were plugged into an electrical outlet.

For more information, visit www.CityofEdina.com/Fire or call the Edina Fire Department at 952-826-0378.

Preservation Board seeks nominations for annual award

The City of Edina is calling for entries in its seventh-annual Edina Heritage Award contest.

The City established the award in 2003 to showcase local historic preservation activity. The Edina Heritage Award is given annually to an individual, family, company or organization that has made an outstanding contribution to the preservation, rehabilitation, restoration and use of Edina's heritage resources. Any individual, company or organization is eligible for the award, including non-residents, but in order to be considered, the historic property or resource must be located in Edina. Current members of the City's Heritage Preservation Board are not eligible for the award.

Award nominations are due 4:30 p.m. Friday, April 10. A nomination should include the address of the heritage resource; description of its preservation, rehabilitation and restoration; and name and address of owner. A photo should also be included.

Entries should be sent to: Edina Heritage Award, Edina City Hall, 4801 W. 50th St., Edina, MN 55424. Entries can also be e-mailed to EdinaMail@ci.edina.mn.us or filled out online at www.CityofEdina.com.

Businessperson of the Year 2009 Nomination Form

Each year the Edina Chamber of Commerce awards an individual from the Edina business community with this prestigious award in recognition of the contributions made by an individual who exemplifies the best Edina has to offer in terms of integrity, commitment, and dedication.

Nominee Criteria ~ Actively supports private enterprise through the use of sound business practices ~ Operates a successful business organization ~ Demonstrates creativity and innovative ideas in the Edina marketplace ~ Displays a long-term (five years or more) commitment to the community ~ Positively contributes to Edina's quality of life

I wish to nominate the following candidate for the 2009 Businessperson of the Year Award:

Name: _____

Company: _____

Address: _____

Phone: _____ Fax: _____

Please attach one or two paragraphs detailing this candidate's qualifications for this year's award. Include how the candidate satisfies each of the required criteria.

My Name: _____

My Company: _____

My Address: _____

My Phone: _____ My Fax: _____

Please return this nomination form to the Edina Chamber of Commerce at 7710 Computer Avenue, Suite 134, Edina, MN 55435; or fax to (952) 806-9065. For additional information please call (952) 806-9060. Application deadline April 24, 2009.

Award Sponsored By:



The Company You Keep®

Member Announcements

Edina Huntington Learning Center Offers Continuing Education Units to Tutors

Huntington has partnered with the Programs for Continued Learning office at Old Dominion University's Darden College of Education to provide Huntington teachers CEUs for classes completed as part of the organization's teacher training and development program. Huntington Teachers College, Huntington's teacher training and development system, provides initial training and ongoing professional development to all Huntington tutors, added Ewing. The courses are designed to ensure that teachers are knowledgeable about the Huntington curriculum and capable of applying Huntington's methods in the most effective manner possible.

For more information about Huntington's CEUs and other benefits provided to its teachers, please contact Heather Ewing at 952-922-2488.

Have You Heard the News?

New Member Orientation is coming!

When: April 21, 2009 at 7:45 AM

Where: 4620 W. 77th Street, first floor conference room.

Hurray - RSVP Today! (952) 806-9060

Mark Your Calendar!

Taste of Edina
Experience our Food, Wine & Community

The Taste of Edina: Food, Wine & Community is coming to Centennial Lakes, 7499 France Avenue S., Thursday, May 14, 2009 from 4:30 p.m. until 7:30 p.m. hosted by Edina Chamber of Commerce and presented by TDS. Tickets are \$30 with \$5 off coupons available at the Edina Liquor stores prior to the event. This is a community event. All are invited.

The Taste of Edina: Food, Wine & Community showcases the Edina-area restaurants with food sampling, and celebrity chefs doing cooking demonstrations. Taste over 200 wines from Chardonnays to Zinfandels.

At Your Business Break



Join us Friday, Friday, April 3rd, 7:30 a.m. to 9:00 a.m. at Maggiano's Little Italy@ Southdale Center, Edina

There is an Italian proverb that says, "At the table, no one grows old." And so it is at Maggiano's: Time stands still when you share delicious food and drink, and good times with Family and Friends. It is by our philosophies that we strive to achieve this. We like to welcome our guests by being authentic, warm, and indulgent, while showing our sincere appreciation. Making each dish the best it can be, serve it in portions generous enough to share, at a price that makes it well worth our guests' time and money. With a delivery of perfectly executed events, attending to the details of effortless hosting, and ensuring that each guest has a memorable experience.

Thanks to JMS Custom Homes for hosting February's AYBB



Join us Friday, May 1, 7:30 a.m. to 9:00 a.m. at the Alzheimer's Association Minnesota-North Dakota, 4550 W. 77th Street, Suite 200, Edina, MN 55435

Learn how you can "Maintain Your Brain" and take action in the fight against Alzheimer's disease.

Every 71 seconds, someone in America develops Alzheimer's disease, and 10 million baby boomers will develop it. The good news is that there's a lot you can do to help keep your brain healthier as you age, and these steps also might reduce your risk of Alzheimer's or related diseases. If you make brain-healthy lifestyle changes and take action by getting involved, we could realize a future without Alzheimer's disease.

The Alzheimer's Association Minnesota-North Dakota (www.alz.org/mnnd) works to raise public awareness of Alzheimer's and related diseases and provides help and hope to those with dementia, their families and their caregivers through education, support, advocacy and research.

Ambassador from Ambassadors



Jon Hill, Regional Consultant, Fidelity Investments Jon Hill, is the Regional Consultant for Fidelity Investments, Edina Investor Center.

He joined Fidelity in 2000, and has over 9 years in the financial services industry. Mr. Hill graduated from the University of Utah, with a degree in Finance. He successfully completed the Series 7, 65, & 63 examinations.

Jon has been an active member in the chamber for over a year now as part of the Ambassador Committee.

Whether you invest on your own, through a financial advisor or through a workplace retirement savings plan, Fidelity offers a wide range of products and services to help you reach your financial goals. Once known primarily as a mutual fund company, Fidelity has adapted and evolved over the years to meet the changing needs of its customers.

Today, that evolution is reflected in our menu of products and services. In addition to more than 300 Fidelity mutual funds, we also offer discount brokerage services, retirement services, estate planning, wealth management, securities execution and clearance, life insurance and much, much more.

Diplomat of the Month



Jess Troyak, Financial Consultant, RBC Wealth Management

Jess Troyak is a Financial Consultant for RBC Wealth Management in the Edina Branch. RBC Wealth Management Inc. is a wholly owned subsidiary of Royal Bank of Canada. It is one of the nation's largest full-service securities firms. The company serves individual investors and businesses through offices coast-to-coast, capital markets and correspondent clients in select U.S. and international markets.

Jess' business philosophy is to help provide financial stability to individuals and small business owners. He offers a full range of services including; wealth building, managing and preserving assets in order to help achieve one's long-term goals. In addition to his General Securities and Investment Advisory licenses, he is licensed to sell life, health and variable annuity insurance.

Please contact Jess Troyak at 952-838-8184 regarding any questions you may have regarding estate planning, retirement plans or investing.

RBC Wealth Management does not provide tax or legal advice. All decisions regarding the tax or legal implications of your investments should be made in connection with your independent tax or legal advisor.

Photo Gallery



Members relaxed at our new "Doing Business After Hours" in February at Edina Country Club. Thanks for a great turn out.



Thank you to JMS Companies for hosting our March AYBB; many people enjoyed touring a beautiful home.

Calendar

April 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
				T	AYBB 7:30am to 9:00am	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
					WISE 11:45am to 1:00pm	
19	20	21	22	23	24	25
			GMM 11:30am to 1:00pm			
26	27	28	29	30		